

what's
BRAND
new
IN EUROPE

Primaor

Blackfin, my advanced style

A design all "neomadeinitally" for the **Blackfin** collection: glasses with taut and well defined lines, completely made of titanium for a perfect combination of style, personality and high quality.

Blackfin is not merely a brand, but a creative inspiration that originates from an attentive eye on art and the colors of the world. The **Contemporary** line interprets this new approach to contemporary society, creating original models that combine the elegance of titanium with the liveliness of particularly determined and appealing nuances.

Color, combined materials and a refined design are the defining characteristics of the **Blackfin** eyewear, made of acetate and titanium. The special processing of the acetate grants the frames a "tactile" effect and permits to obtain a refined interplay of light that, together with the lightness of a pure, technical and strong material like titanium, characterizes a truly high-impact eyewear. More precious and sophisticated tones define the models of the **Precious** line, where the elegance and the refinement of the black and gold plating applied to the titanium synthesize in a product of image and prestige that is unmatched in the market.

The **Blackfin** glasses are designed and manufactured for a dynamic, sophisticated and modern target, always moving and focused on innovation. The Blackfin frames enhance the personality of the wearer through combinations of colors, shades and laser engraving which produce unique aesthetic effects and really permit to stand out thanks to a perfect blend of style and technology.

The titanium core of the eyewear ensures a remarkable lightness and high mechanical performance that make titanium the material with the best mechanical strength/weight ratio, absolutely biocompatible, nontoxic and hypoallergenic. The Blackfin frames are created by a process of 47 working stages which are constantly monitored and controlled, starting from the raw material, the plate of Pure Titanium, to the finished product, in order to optimize resources and to ensure maximum quality.



[PHILOSOPHY]

The Blackfin collection synthesizes all the main features of the Primaor DNA and represents better than any other brand a new all Italian model for application and working recognized by the term "neomadeinitally™".

"In 2011, the new models of the collection will further consolidate the leadership of the brand in the production of designer eyewear made of pure titanium - says Nicola Del Din, President of Primaor - We are very pleased to celebrate Primaor's 40th Anniversary with the achievement of such an important goal".
neomadeinitally™ is the choice of development pursued by Primaor.

[MARKETING]

The values of creative research, elegance and technical quality associated with this brand permeate every aspect of communication: website, P.O.P. materials and packaging. The Blackfin frames live in the best points of purchase, presented in displays with a unique design, studied in every detail, and made with noble materials.

The Blackfin collection signed by Primaor Italian titanium eyewear is the culmination of a process of continuous improvement, started in 1971, which has led the Italian company to be the world leader in the management of production processes of optical frames in titanium. An excellence achieved through sustained efforts in research and innovation and confirmed by obtaining exclusive international patents related to technical solutions and the processing of titanium.

[AVAILABILITY]

For additional information, please contact Primaor, +39 0437660523, Website: www.primaor.com